Nutrition Program Development

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Outline

- Importance of nutrition
- What is a healthy menu?
- Nutritional menu planning
- Nutrition marketin a
- Program evaluatic

Why is Nutrition Important?

- Sustaining health
- Maintaining and enhancing mental performance
- Improving physical capabilities
- Enhance sustainability and survivability

Why Bother?

- **Soldiers are looking for more nutrition information and healthier options**
- **Reinforce the nutrition message**
- **Assist Soldiers in maintaining healthy eating habits**
- **Support Soldiers on the weight control program**

Educating the diner about good nutrition practices promotes positive health and optimal readiness for the soldier

Nutrition Program
(AR 30-22)

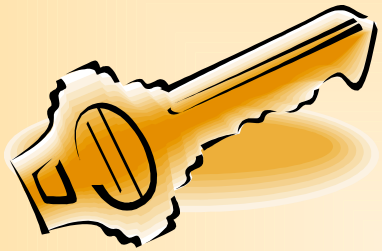
- **Ensure healthy choice menu selections are available**
  - ➔ Address customer preferences
  - ➔ Reduced calorie menu
- **Training of all foodservice personnel**
- **Safeguard nutritional quality of food**
- **Nutrition Awareness**
  - ➔ Promote healthy selections
  - ➔ Nutrition information displays

Initiating Healthy Menu Options

- Define a nutritional philosophy
- Develop or obtain a set of nutritional guidelines that reflect the philosophy
- Develop recipes that meet the guidelines
- Train foodservice staff
- Communicate the message to the diner

Use selected nutrition guidelines that meet the perceived needs of customers and can be realistically implemented within the scope of the operation.

What is a Healthy Menu?



Keys to Healthy Eating

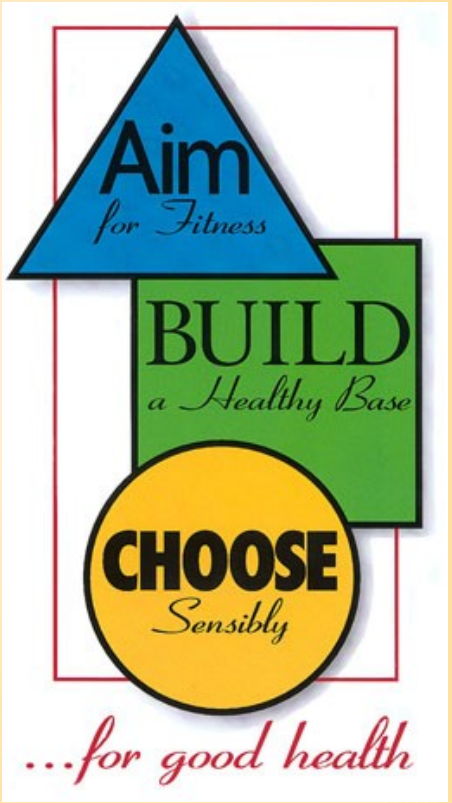
- **Variety**
- **Moderation**
- **Balance**

The healthy menu provides CHOICE

- **General definition**
  - ➔ Moderate in total fat, calories, sugar, etc…
- **More specific:**
  - ➔ 30% fat, 150 mg chol, etc…
  - ➔ U.S. Dietary Guidelines for Americans
- **Highlighted “healthy choice” items**

Guidance for Nutritional Menu Planning

- **Nutritional Requirements**
  - ➔ Most important factor in menu planning
  - ➔ Dietary Guidelines for Americans
  - ➔ The Food Guide Pyramid
- **Consumer food habits and preferences**
- **Food Characteristics**
  - ➔ Plays an important role in acceptance
- **Military Guidelines**
  - ➔ AR 40-25
  - ➔ AR 30-22 / DA PAM 30-22
  - ➔ Army Nutrition Policy on Folic Acid



Reduced Calorie Menus

AR 40-25 (Ch 2-6)

- **In support of military weight control programs**
  - ➔ 1500 – 1600 calories/day
  - ➔ <30% total calories from fat
- **Military DFACs serving populations with high energy needs:**
  - ➔ 1,800 – 2,100 calories per day

  (600 – 700 calories per meal)

Reflect guidelines of the Food Guide Pyramid

Low range: 1,600 calories
Mid range: 2,200 calories
High range: 2,800 calories

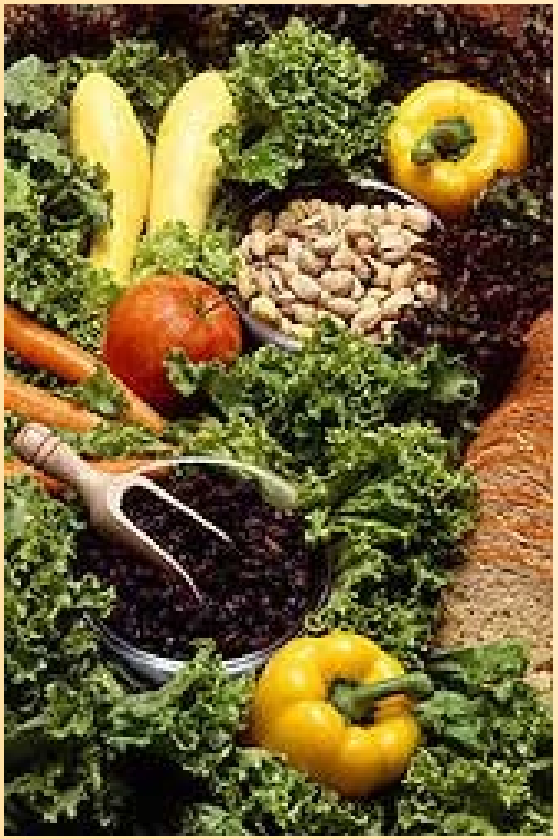
Developing and Implementing Healthy Menu Options

- **Involvement of various personnel**
  - Food Program Managers and Foodservice Managers
  - Chefs and cooking staff
  - Nutrition experts (Registered Dietitians)
  - Diners
- **Successful implementation includes:**
  - Healthy items should not be perceived as different from popular, regular menu items
  - Reviewing eating trends
  - Keeping abreast of customer's requests for healthy foods
  - Examining what other operators are doing

Where to Start?

- **Seriously look at your current menu:**
  - ➔ Use existing items on your menu
  - ➔ Modify existing items to make them more nutritious
  - ➔ Create new selections
- **Develop healthy menu iten that satisfy cu**
  - ➔ Flavor
  - ➔ Healthy cooking methods and techniques
  - ➔ Presentation

Food Characteristics



Play an important role in acceptance!

- **Presentation**
- **Color**
- **Flavor**
- **Texture and shape**
- **Consistency**
- **Preparation method**
- **Serving temperature**

Staff Training

- **Staff can be a valued resource in the program**
- **Properly trained staff can:**
  - ➔ Promote healthy choices / nutrition program
  - ➔ Solicit customer feedback and customer recommendations
- **Training needs of staff:**
  - ➔ Scope and rationale for the nutrition program
  - ➔ Basic food and nutrition concepts
  - ➔ Techniques of healthy cooking
  - ➔ Nutrient retention
  - ➔ Importance of following recipes and portion control
  - ➔ Nutritional menu planning

Marketing Nutrition

- **Creativity is the key to success**
- **Must be communicated to:**
  - ➔ Staff through training
  - ➔ Customer through menu, displays, and upon request
- **Methods of promotions:**
  - ➔ Advertising (verbal and writt
  - ➔ Point of sale (POS)
  - ➔ Publicity

Marketing Healthy Menu Items

- **Diner's prefer**
  - ➔ A good description
  - ➔ Emphasis on quality and variety rather than nutrition
- **Clearly marked menu items (unique trademark)**
- **Accurate and appealing description**
- **Market positively**
- **Use correct terminology**

Nutrition Awareness

- **Catch diner's attention with:**
  - ➔ Catchy logos
  - ➔ Nutrients related to health or performance
  - ➔ Monthly health observances
- **Table displays**
- **Posters**
- **Table tents**
- **Taste sampling**
- **Cooking demonstrations**
- **Sample plates**

Start the Day off Right with Breakfast

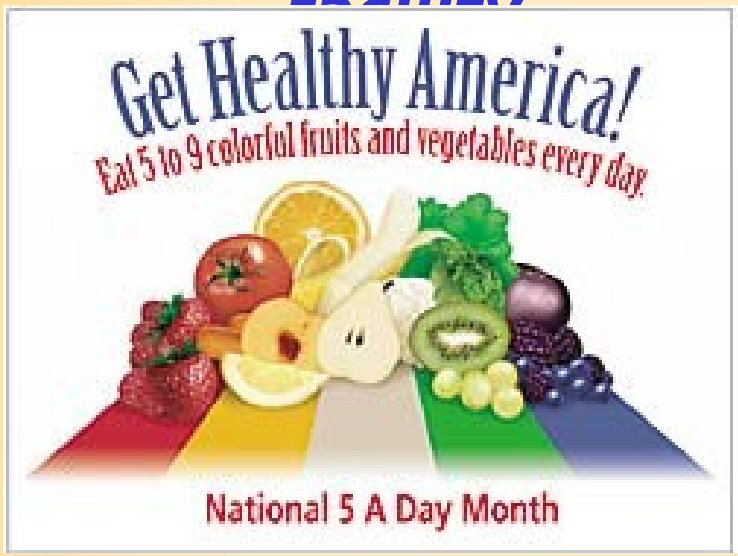
- **Most important meal**
- **Is the foundation for healthy eating habits**
- **Eating breakfast will:**
  - ➔ Improve strength and endurance in late a.m.
  - ➔ Promote a better attitude toward learning or work
  - ➔ Improve cognitive performance
  - ➔ Assist with weight control

Government Food Service, Jul 03

- **Promotion Tips:**
  - ➔ No time?
  - ➔ Take it to Go!
  - ➔ Perk Up Cereals
  - ➔ Not hungry yet?
  - ➔ On a diet?

5 A Day – The Color Way

Promote "5 A Day" in the dining facility



National Cancer Institute and Produce for Better Health Foundation

- **Military licensed to utilize this program in DFAC and nutrition education**

www.5aday.com

National Nutrition Month

Observed in March

- **Resources:**
  - American Dietetic Association: www.eatright.org
  - NNM catalog Jim Coleman, Ltd. 847/963-8200 service@jimcolemanltd.com
  - DOD NNM Packet (USACHPPM) http://chppm-www.apgea.army.mil/dhpw/Wellness
- **Coordinate with the Installation Registered Dietitian**
  - NNM Dining Facility Competition

Power Performance

The Nutrition Connection

- **A nutrition training program designed to:**
  - ➔ Communicate sports nutrition
  - ➔ Improve and maintain military readiness and quality of life
  - ➔ Practical strategies to change diet for optimal performance, weight control and health
- **Available materials**
  - ➔ 7 modules for trainers and participants
  - ➔ 7 training videos
  - ➔ Table tents
  - ➔ Brochures and handouts

- **Source:**
  - ➔ USACHPPPM: http://chppm-www.apgea.army.mil/dhpw/Wellness

Program Evaluation

- **Key questions for evaluation:**
  - ➔ How did the program do operationally?
  - ➔ Food look and taste good?
  - ➔ How well did each of the healthy menu options sell?
  - ➔ Did the program increase customer satisfaction?
  - ➔ Was the nutrition information available effective?
- **Fine-tuning of program may be necessary**

Evaluation is needed to determine program effectiveness from customer, staff, and management viewpoints

Summary

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